



UPDATED FOR WEEK 5

Week 3 Assignment: Public Service Announcement (PSA) Pre-Production

Overview

This week, you'll begin work on your public service announcement, or PSA. By the end of Week 5, you and your teammates will produce a PSA that:

- is 60 seconds or less.
- covers a specific topic.
- includes voiceover narration.
- employs video, text, or graphic effects.
- is finalized in Web-ready file format.
- follows copyright citation and fair use guidelines.

This week, you and your team will complete the pre-production work. Use this document to develop and record the following:

- Project proposal
- Script outline and narration script
- Shot list
- Copyright information

Submit a completed copy of this document by the end of Week 3.

Revising and Resubmitting This Document

It is important that you download and retain a copy of this document on your desktop. This step will allow you to submit a copy both this week and again in Week 5.

As you produce the video in Weeks 4 and 5, you will likely deviate from the plans your team establishes in this document. This is normal. However, when this occurs, you should revise this document to reflect these changes.

At the end of Week 5, you will submit the revised version of this document. Your coach will assess how well you recorded these updates by comparing your original version (from this week) with your revised version (from Week 5).

Rubric

Use this rubric with the Assignment.

Tasks ↓	Accomplished	Proficient	Needs Improvement	Unacceptable
Student project proposal (45 points)	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. (45 points)	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. (34 points)	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. (27 points)	Incomplete. (0 points)
Script for PSA (15 points)	Provides a script using conventional writing standards. (15 points)			Incomplete. (0 points)
Shot list (25 points)	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. (25 points)	Provides a shot list with documentation of any new shots taken in the moment of filming. (21 points)	Provides a shot list but inconsistently documents new shots taken in the moment of filming. (18 points)	Incomplete. (0 points)
Copyright and fair use information (15 points)	Fair use guidelines are followed and all or most non-original material uses proper citations. (15 points)			Incomplete. (0 points)

Week 3 Assignment: PSA Pre-Production

Directions

1. Download a copy of this assignment document to your desktop.
2. As a group, select an issue to address in your PSA. Consider topics that impact your school, your community, and you personally.
3. Brainstorm the aspects of the issue you plan to cover, and identify the people you might interview for it.
4. Write up your project proposal in the area provided below.
5. Write a script outline and narration script in the spaces provided below.

Use the following sites as guides.

- Story Creation Tips:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
 - Writing Tips:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p3_student_guides.pdf
6. As a team, brainstorm your shots. Be certain you include an establishing shot, a closing shot, wide shots, and tight shots. Follow the rule of thirds and other guidelines established in this tutorial:
http://www.adobe.com/education/instruction/teach/digitalvideo/dvcg_cs4_p2_student_guides.pdf.
 7. Write up your shot list in the space provided.
 8. Identify additional assets, such as audio, images, interviews, and narration for your PSA.
 9. Identify copyright citation and fair use guidelines to any visual or audio assets you use in your PSA.
 10. Submit a copy of this document.
 - NOTE: Be sure you retain a copy of this document on your desktop. As you produce your video in Weeks 4 and 5, you will need to update this document to reflect any changes. You will submit a copy of the revised version at the end of Week 5.

Project Proposal

Create your project proposal here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

General Information	
Name(s)	Leanne Knight, Patty Odom, Stacey Thompson
Project title	Chatting with your kids about being online.
Purpose	Informing parents about the free Net Cetera guide for talking about Internet safety with children
Audience	Parents of elementary aged children.
Program length	+/- 60 seconds
Costumes	street clothes, pajamas (dark scene)
Sets	8 year old's room and family room
Props	Net Cetera booklet; family laptops, table
Locations	Leanne Knight's home in Dallas: 8 year old's room (dark scene), Knight's family room
Crew	
Director	Patty Odom
Scriptwriter	Patty Odom
Talent	Leanne Knight
Camera operator	Leanne Knight
Editor (and narrator)	Stacey Thompson

Schedule of Deliverables		
Project phases	Due date	Owner
basic script	Thurs evening Friday morning Sept 10	Patty Odom
shot list	Friday Evening Sept 10	Leanne Knight
narration script	Friday Evening Sept 10	Patty and Stacey
Video scenes	Tuesday Sept 14	Leanne
Upload converted viles	Wednesday Sept 15	Leanne
Pre-production video editing	Saturday Sept 18	Stacey Thompson
First draft of video	Sunday Sept 19	Stacey
Narration-first draft	Sunday Sept 19	Stacey
team analysis of video	Monday Sept 20	Leanne, Patty, Stacey
2nd narration	Monday Sept 20	Leanne
Creative Commons License	Tuesday Sept 21	Leanne
Edit Video	Wednesday Sept 22	Stacey
Final Video	Thursday Sept 23	Stacey
Post PSA to YouTube	Thursday Sept 23	Leanne

Script Outline

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

- **First Draft of Script Outline** start off with a child sitting in a brightly lit room looking at the computer screen.
- Then maybe fade into the same child sitting in a dark room with the light of the computer on their face.
- Have text fading in and out of some of the things from the booklet.
- Have the narrator maybe speaking the words.
- The narrator can ask "what are our children seeing on the Internet?"
- Then fade back in to the child in the light with an adult sitting beside them.
- The narrator could talk about who needs to be talking to the children about Internet safety.
- Then show the info on where to get the booklet.

Second Draft

Shot: full view of Child sitting at computer in a brightly lit room. Pan around student.

Narrator: The internet can be a scary place for our kids. Who is responsible for teaching our kids about what they see on the internet?

Shot: After it pans around child have it fade into a dark room the only light is from the computer screen shining on the child's face.

Shot: Pan around child as they move closer to the computer screen as if they are being drawn in.

Have words from the booklet fading in and out as the camera moves around the child: Profanity, cyber-bullying, scams, child predators, pornography, violence, sharing personal information (what's your real name. what do you look like? Send me a picture. Where do you live?)

Narrator: Reads the words--Profanity, cyberbullying, scams, child predators, pornography, violence, sharing personal information (what's your real name. what do you look like? Send me a picture. Where do you live?)

Shot: fade out then fade in to a child and an adult sitting at the computer in a brightly lit room. We might even put more people in the room. (One of the suggestions in the booklet is to have the computer in a family room where they can be monitored) Have some of the others in the room walk over to the computer.

Narrator: (as the scene is fading into new scene) It starts at home. Shine a light on the truth. Show your children how to be safe on the internet.

Our kids will then have the ability to make smarter decisions when faced with situations on the internet.

Narrator: Need help talking to your kids? For more information on what we need to talk to your kids about visit: <http://www.onguardonline.gov> and download the booklet NET CETERA-Chatting with kids about being online. and click on the NetCetera link for more information.

Shot: show the booklet and the web address. Fade out.

Narration Script

Add a copy of your narration script here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

Shot:

full view of Child sitting at computer in a brightly lit room. Pan around student.

Narrator:

The internet can be a scary place for our kids. Who is responsible for teaching our kids about what they see on the internet?

Shot: After it pans around child have it fade into a dark room the only light is from the computer screen shining on the child's face.

Shot: Pan around child as they move closer to the computer screen as if they are being drawn in.

Have words from the booklet fading in and out as the camera moves around the child: Profanity, cyber-bullying, scams, child predators, pornography, violence, sharing personal information (what's your real name. what do you look like? Send me a picture. Where do you live?)

Narrator:

Reads the words--Profanity, cyberbullying, scams, child predators, pornography, violence, sharing personal information (what's your real name. what do you look like? Send me a picture. Where do you live?) Don't leave your children in the dark about the dangers on the Internet.

Shot: fade out then fade in to a child and an adult sitting at the computer in a brightly lit room. We might even put more people in the room. (One of the suggestions in the booklet is to have the computer in a family room where they can be monitored) Have some of the others in the room walk over to the computer.

Narrator:

(as the scene is fading into new scene) Shine a light on the truth. Start at home. We are all educators. Actions speak louder than words. Show your children how to be safe on the internet. Put the computer in a family room so they are not alone. Share your values. Sometimes it may not seem like it, but our kids do hear what we say. Our kids will then be able to make smarter decisions when faced with situations on the internet.

Narrator:Need help talking to your children? For more information on what to talk to your kids about visit: www.onguardonline.gov and download the booklet NET CETERA- Chatting with kids about being online. Click on Net Cetera link for more information.

Shot:

show the booklet and the web address. Fade out

Shot:

copyright information. "Chatting with Kids About Being Online by Leanne Knight, Patty Odom, and Stacey Thompson is licensed under a Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License."

Shot List

Add a copy of your script outline here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

copy of your script outline

- start off with a child sitting in a brightly lit room looking at the computer screen.
- Then maybe fade into the same child sitting in a dark room with the light of the computer on their face.
- Have text fading in and out of some of the things from the booklet.
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- The narrator could talk about who needs to be talking to the children about Internet safety.
- Then show the info on where to get the booklet.
- Copyright info

Name(s)	Leanne Knight, Stacey Thompson, Patty Odom
Project Title	Chatting with your kids about being online.
Shot: full view of Child sitting at computer in a brightly lit room. Pan around student.	
Shot Number	1
Location	child's room
Talent	daughter of Leanne Knight: Chloe Knight
Props	family room, family computer, lights
Special Equipment	
Shot: After it pans around child have it fade into a dark room the only light is from the computer screen shining on the child's face.	
Shot Number	2
Location	

	child's bedroom with laptop, lower lighting
Talent	daughter of Leanne Knight
Props	
Special Equipment	
Shot: Pan around child as they move closer to the computer screen as if they are being drawn in.	
Shot Number	3
Location	child's bedroom with laptop, lower lighting
Talent	daughter of Leanne Knight
Props	
Special Equipment	
Shot: fade out then fade in to a child and an adult sitting at the computer in a brightly lit room. We might even put more people in the room. (One of the suggestions in the booklet is to have the computer in a family room where they can be monitored) Have some of the others in the room walk over to the computer.	
Shot Number	4
Location	child's home (Leanne Knight's house)
Talent	Leanne Knight and daughter Chloe (other family member in background)
Props	family room computer, net cetera booklet on counter/table in the backdrop
Special Equipment	
Shot: show the booklet and the web address. Fade out.	
Shot Number	5
Location	
Talent	

Props	NetCetera booklet
Special Equipment	Create jpeg of cover of booklet
Shot: copyright info	
Shot Number	6
Location	
Talent	
Props	
Special Equipment	
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Copyright Information

Note any citation and fair use guidelines to any visual or audio assets you use in your public service announcement here. As you produce your public service announcement during Weeks 4 and 5, revise this proposal as needed before submitting it to your coach again in Week 5. Each member of the team needs a copy of the proposal.

- "OnGuardOnline.gov encourages you to use this guide with your kids, in your school, at your PTA meeting, or anywhere else parents might gather. Feel free to order as many free copies as you'd like, put your own sticker on it, reprint sections in a newsletter or on a website, download a button or link to it, or even reprint it with your own logo. These materials are in the public domain."

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